| Application Serial Number | 10/715,170                                 |
|---------------------------|--|
| Confirmation Number       | 4120                                       |
| Filing Date               | 11/17/2003                                 |
| Title of Application      | Systems and Methods for Approximating      |
|                           | Optimal Distribution Via Networked Systems |
| First Named Inventor      | Kamal Jain                                 |
| Assignee                  | Microsoft Corporation                      |
| Group Art Unit            | 3623                                       |
| Examiner                  | Kardos, Neil R.                            |
| Attorney Docket Number    | MS1-3956US                                 |

To: Commissioner for Patents

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From: Don H. Min (Tel. 206-876-6002; Fax 509-323-8979)

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Spokane, WA 99201

Customer Number 22801

Response to Non-Final Office Action Dated July 20, 2009

Sir:

In response to the Non-Final Office Action dated July 20, 2009, in connection with the above-identified application, the following amendments and remarks are respectfully submitted. Favorable consideration is respectfully requested.

Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

Serial No.: 10/715,170 Atty Docket No.: MS1-3956US Claims Listing begins on page 3 of this document.

Remarks begin on page 10 of this document.

Serial No.: 10/715,170 Atty Docket No.: MS1-3956US Atty: Don H. Min